

ANALYSIS OF PATIENT SATISFACTION STRATEGIES AND IMAGE OF ELPI AL-AZIS RANTAUPRAPAT HOSPITAL

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ABSTRACT

A General Hospital is an institution or private institution whose nature and function is to provide individual health services, both short and long term, by offering health service standards that have been determined by the Ministry of Health of the Republic of Indonesia. The aim of this research remains focused on implementing patient satisfaction through the quality of service received by patients, including tangible, responsiveness, reliability, assurance and empathy and its impact on the image of Elpi Al Azis Hospital. The results of research on service quality are a dynamic variable that can prove to play an important role in maintaining the image of a company or hospital, because service quality in the research is key. Meanwhile, patient satisfaction does not have a good influence on the hospital's image.

Keywords: Hospital Image, Patient Satisfaction, Service quality.

INTRODUCTION

General Hospital is an institution or private institution whose nature and function is to provide individual health services, both short-term and long-term, by offering health service standards that have been set by the Ministry of Health of the Republic of Indonesia. The types of services of General Hospitals consist of outpatient treatment (without staying overnight), inpatient services, emergency installation services and other medical record services. Thus, General Hospitals can be said to provide services identical to patient satisfaction, this is related to the services received by a patient according to expectations and reality. According to (Almomani et al., 2020); (Aladwan et al., 2021); (Radu et al., 2022) patient satisfaction has become an important issue for governments around the world and patients prioritize and evaluate health services provided to patients based on the opinions of medical, administrative and technical staff. The phenomenon of patient satisfaction levels, especially in this case including the image of General Hospitals, often receives attention from academics as an interesting topic to be developed and reviewed in order to obtain information and implementation of the quality of service provided by the Hospital to its patients (Anfal, 2020); (Hussain et al., 2019). Patient satisfaction in many research cases is always used as one of the important indicators that are not only considered but always worried about because through patient satisfaction a hospital can successfully provide quality services. The main key to achieving patient satisfaction can be reflected in the delivery of quality

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services received by each patient (Alibrandi et al., 2023). According to (Khattak et al., 2023) satisfaction has an important part in health and physical well-being and is considered an indicator for assessing the performance of an institution or in providing medical services.

One of the large private hospitals located in Labuhanbatu Regency is Elpi Al Azis Hospital, a hospital with a high patient visit rate indicating that Elpi Al Azis Hospital is one of the hospitals that is considered by the residents of Labuhanbatu Regency, especially in terms of service quality. According to (Ong et al., 2023) the dimension of service quality is one of the most widely used tools to measure service quality. This tool helps reveal the quality of service from each facility and identify the underlying causes of the decline in quality. In addition, this tool is also a widely used technique to evaluate service quality and satisfaction levels from various sectors such as water supply, health care, education, transportation, banking, and utility services. The importance of service quality according to (Yunus et al., 2013); (Lee & Kim, 2017) health organizations such as clinics and hospitals are closely related to service quality because they are also related to the desires and needs of the community as service users. Therefore, the purpose of this study remains focused on the implementation of patient satisfaction through the quality of service received by patients, including tangible, responsiveness, reliability, assurance and empathy and its impact on the image of Elpi Al Azis Hospital. The prominent phenomenon in the study from the results of observations in the field is that Elpi Al Azis Hospital, in addition to accepting general patients, also provides BPJS health services, causing Elpi Al Azis Hospital to become an alternative referral for BPJS status patients. In the midst of these conditions, the management of Elpi Al Azis Hospital is required to be more professional in serving and providing services to all patients without exception. The high demand for services results in all Human Resources sometimes having to work hyperoptimally. In some cases of services in the Hospital according to (Déry et al., 2020); (Bombard et al., 2018) it often happens that the government-funded health care system often experiences excessive waiting times, with sometimes dramatic consequences. Patients waiting for non-urgent health services such as elective surgery and rehabilitation services can experience physical and psychological residual symptoms. To reduce these negative effects, the waiting list should be managed as fairly as possible to ensure that patients with greater or more serious needs are given priority for treatment. Following up on the phenomenon in this study, important steps need to be taken, especially through this study which discusses the importance of patient satisfaction as reviewed from the quality of service and will have an impact on the image of Elpi Al Azis Rantauprapat Hospital. Thus, the novelty in this study includes the indicators used in the study are indicators taken from several relevant references so that it is expected that in conducting the analysis, differences will be obtained that can be used as comparative material through research development so that it can provide information for other researchers. In addition, the novelty expected in this study is the concept of service quality and satisfaction in the business world, especially companies or institutions, can make it a strategy or competitive advantage.

LITERATURE REVIEW**Quality of Service**

Service quality is providing perfect service carried out by service providers in meeting customer needs and desires and the accuracy of delivery to match customer expectations (Riyadin, 2019). The existence of good service quality will have an important impact on creating customer satisfaction which can result in customers feeling satisfied and trusting the quality of service provided by a company (Anfal, 2020). To find out the quality of service, it can be seen from the five dimensions of service quality that determine the quality of the service, namely: tangible, reliability, responsiveness, assurance, and empathy (Ahmad Gugun Gunawan, Budiman, Setiawati & Iin, 2022). 1) Responsiveness is a form of service that prioritizes wise, detailed and persuasive explanations so that recipients of health services provide a positive response to the quality of service provided. The responsiveness provided by officers includes officers who are willing to offer assistance when patients experience problems without being asked, officers immediately quickly handle patients, the alertness and accuracy of officers in handling the needs and complaints felt by patients. 2) Assurance is a form of service that provides certainty of quality assurance for the services provided. This can be shown from the knowledge, ability, politeness and trustworthiness of the officers in providing services to patients. 3) Physical Evidence (Tangible) is a form of real actualization that can be physically seen by the provider and recipient of health services, Quality of service in the form of real evidence of officers is a form of real service quality that can provide an assessment of patient perception and form a positive image of the quality of service. 4) Empathy is the existence of attention, seriousness, sympathy and involvement of interested parties in health services, so that the recipient of the service will feel satisfied with the quality of service that has a sense of empathy. Empathy can also be interpreted as the ability of officers to build relationships, attention, and understand the needs of patients. 5) Reliability is a form of service that is expected by the recipient of the service such as providing fast, accurate, easy and smooth service, so that it has a positive impact on the quality of service provided. such as the ability to keep promises, solve problems and the ability to minimize errors.

Patient Satisfaction

Satisfaction is a person's reaction after purchasing a product or an emotional condition that is shown in the form of anger, dissatisfaction, neutrality, joy and pleasure. So it can be concluded that customer satisfaction is a cognitive situation of the buyer related to the equivalence (suitability/pleasure) or dissonance (unpleasant) of the results obtained compared to the sacrifices that have been made. (Ibrahim, 2019). This patient satisfaction can be created through good service by medical personnel in health institutions. Thus, if the service is not good, patients who feel dissatisfied will file a complaint with the hospital (Finistyawan & Bessie, 2020). Consumer satisfaction is a summary of the psychological state that results when emotions overflow with expectations that are not in accordance and are multiplied by feelings that are created regarding consumers who have experienced consumption (Cesariana et al., 2022).

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Consumer satisfaction is measured by how well the expectations of consumers or customers are met. Explaining customer satisfaction indicators (Tampanguma et al., 2022), namely: 1). Consumer expectations are met. Consumers feel satisfied with the fulfillment of desires and needs from a product or service. 2). Recommend to others. Consumers will always recommend the results of their experiences to others for what is obtained from a quality product offered by the company. 3). Quality of service. Can be realized through the fulfillment and desires of consumers and the determination to deliver to balance consumer expectations. 4). Loyal. Consumers have various reasons for not developing loyalty to certain products or services, which are able to provide benefits or fulfill their expectations. 5). Location. The place where the company sells goods/services offered to certain consumers.

Hospital Image

Hospital Image is one of the most important parts owned by a large company or a small company. According to Nguyen and Blanc in et. Al (2005: 67), stated that: "Hospital Image is the result of a collection of processes in which consumers compare various attributes owned by the company". The attributes in question include products, prices, product quality and service quality (Konsumer, 2020). Image is the public's perception of a company or its products. An effective image does three things. First, establish the character of the product and the proposed value. Second, convey that character in a different way so that it is not confused with the character of competitors. Third, provide emotional strength that is more than just a mental image (Perusahaan et al., 2019). Hospital Image is an image related to the institution as its main goal related to how the positive image of the institution is better known and accepted by its public. The indicators of corporate image are as follows (Tri & Yanto, 2023): 1) Personality: Overall characteristics of the company understood by the public / target. 2) Reputation: In this case, reputation can be created in the public mind based on personal experiences related to things that the company has done such as performance when making transactions. 3) Valuelhic: Values that a company has (corporate culture) in terms of employee responsiveness to customer requests or complaints, management's caring attitude towards its customers. 4) Corporate identity: are components of a company that can be easily recognized by the target public such as the company's logo, color and slogan.

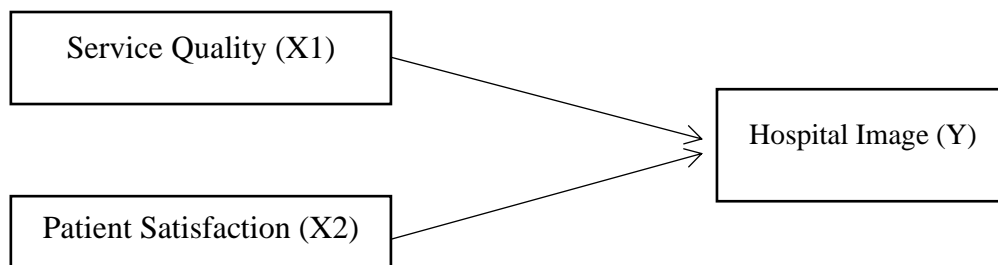


Figure 1. Conceptual Framework

Research Hypothesis

Judging from the background, problems and framework above, the researcher proposes the following hypothesis:

1. H1: Service Quality has a positive influence on patient satisfaction at Elpi Al Azis Rantauprapat Hospital.
2. H2: Hospital Image has a positive influence on patient satisfaction at Elpi Al Azis Rantauprapat Hospital.

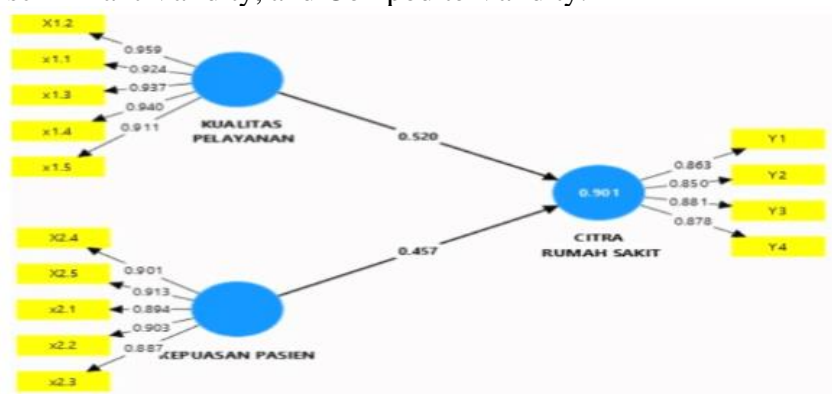
METHODS

The research method used is a quantitative method to examine samples in a population with data collection techniques from questionnaires. The population size is not yet known, so to determine the number of samples in this study by considering the Structural Equation Modeling (SEM) model where in SEM the ideal sample is between 100-200 samples or by considering the number of indicators in the model (Fitri et al., 2020). Therefore, the author decided to set the number of samples at 100 samples. While the sampling technique is purposive sampling is a sampling determination technique with certain considerations according to the desired criteria to be able to determine the number of samples to be studied. So the consideration of respondents who are registered and have visited the Elpi Al Azis Rantauprapat Hospital. The data collection method used in this study is a questionnaire with the help of Google Form in distributing questionnaires and using the Likert Scale. The data used by the researcher is Descriptive and Quantitative Analysis with the help of the SmartPLS program.

RESULTS

Outer Model

To determine the outer model, there are three criteria, namely Convergent Validity, Discriminant Validity, and Composite Validity.



Gambar 2. Model Output

Source: SmartPLS Output, 2024

Average Variance Extracted (AVE)

The following output of the Average Variance Extracted (AVE) value can be seen in the table:

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Tabel 1. Output Average Variance Extracted (AVE)

No.	Variabel	Average Variance Extracted (AVE)
1	Citra Rumah Sakit (Y)	0,754
2	Kepuasan Pasien (X2)	0,809
3	Kualitas Pelayanan (X1)	0,873

Source: SmartPLS Output, 2024

From Table 1, the Average Variance Extracted (AVE) value of digital marketing, perception of trust, information quality and purchasing decisions has a value greater than 0.50 so that overall the variables in this study have high and good construct validity.

Composite Reliability

Composite reliability aims to show how well a group of indicators measures a variable. Composite reliability outputs can be seen below:

Tabel 2. Output Composite Reliability dan Cronbach Alpha

	Cronbach's Alpha	Composite Reliability
Citra Rumah Sakit (Y)	0.892	0.925
Kepuasan Pasien (X2)	0.941	0.955
Kualitas Pelayanan (X1)	0.964	0.972

Source: SmartPLS Output, 2024

Based on Table 2 above, it shows that the Cronbach's Alpha value of all variables has a value greater than 0.70 so that overall the variables have a high level of reliability. While the Composite reliability value of all variables also has a value greater than 0.60 so that overall the variables have a high level of reliability.

Inner Model

Testing the inner model using the coefficient of determination (R²) approach as the final condition of the model which is determined, among others:

Tabel 3. R-Square

Variabel	R-square
Citra Rumah Sakit	0,901

Source: SmartPLS Output, 2024

Based on table 4 above, it is known that the R-Square value for the Hospital Image variable is 0.901. This means that the digital marketing variables, perception of trust, and quality of information are able to influence purchasing decisions by 90.1%

Hypothesis Testing

Hypothesis testing in this study was conducted by looking at the T-Statistic and P-Values. The hypothesis is said to be accepted if the T-Statistic value is >1.960 and the P-Value is <0.05. The following are the results of the Path Coefficients:

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Tabel 4. Output Bootstrapping Model

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
Kualitas Pelayanan X ₁ -> Citra Rumah Sakit Y	0.582	0.613	0,230	2,527	0.012
Kepuasan Pasien X ₂ -> Citra Rumah Sakit Y	0.451	0.504	0.255	1,771	0.077

Source: SmartPLS Output, 2024

From the results of Table 4, it shows that the Bootstrapping Model Output of the two hypotheses tested and can be compared by looking at the values in the T-Statistic column and the p value column. Then the hypothesis test can be carried out, including:

1. Service Quality X₁-> Hospital Image Y is if the T-Statistic value is 2.527 > 1.960 and the P-Value value is 0.012 < 0.05. This means that the proposed hypothesis is accepted.
2. Patient Satisfaction X₂-> Hospital Image Y is if the T-Statistic value is 1.771 < 1.960 and the P-Value value is 0.077 > 0.05. This means that the proposed hypothesis is rejected.

DISCUSSION

After testing the hypothesis, the final stage is to analyze and discuss the proposed hypothesis, as follows: From the results of the first hypothesis test between the service quality variables, it is known to have a positive and significant influence on the image of the hospital that visits the Elpi Al Azis Rantauprapat Hospital. The results of this study prove that the quality of service in the hospital greatly determines the image of the hospital, both in providing inpatient or outpatient services. Service is key in the health business (Wulandari et al., 2024); patients assess the quality of health services based on their perceptions of the results of the service and the method of treatment. Therefore, hospitals need to understand, measure, and pay attention to patient needs in providing their services. To support the importance of having high quality in an organization, the management of the Elpi Al Azis Rantauprapat Hospital has conducted and detected that companies that receive image or quality awards perform better in relation to income levels (Globenko et al., 2012). Therefore, it can be concluded that the quality of service at the Elpi Al Azis Rantauprapat Hospital through responsiveness, assurance, physical evidence, empathy and reliability have an impact on image. From the results of the second hypothesis test between patient satisfaction variables, it is known that it does not have a positive and insignificant effect on the image of Elpi Al Azis Rantauprapat. The results of the study failed to prove that patient satisfaction does not contribute to improving the image of the hospital, it can be explained that the satisfaction felt by families or patients currently focuses on the quality of service so that the image of the hospital is slightly in contrast to the field. The results of the study (Hardin, 2019) prove that image and business ethics through satisfaction have a positive and insignificant effect on patient loyalty. From these results, it is explained that patient

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satisfaction and image, although mediated, still do not have a positive impact, so further research development is needed to prove this hypothesis. Based on this (Ferreira et al., 2023) measuring the quality and satisfaction of health services is an essential element for adequate resource management and allows for a focus on user preferences, giving them the opportunity to build customized health services, more in line with their needs and expectations.

CONCLUSION

The conclusion of this study is that the service quality variable is a dynamic variable that is able to prove to play an important role in maintaining the image of a company or hospital, because service quality in research is the key to importance. While patient satisfaction does not have a good influence on the image of the hospital. The suggestion in this study is to conduct research development by emphasizing the development of service quality indicators and SWOT analysis.

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